

# RAINBOW



## ESTATE SALES

We do it all for you.

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Email: [rainbowstatesales@gmail.com](mailto:rainbowstatesales@gmail.com)  
Website: [www.rainbowstatesalesbyfox.com](http://www.rainbowstatesalesbyfox.com)  
Visit us on Facebook

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# We do it all for you.

Rainbow Estate Sales is a locally owned company that has been serving southeastern Minnesota and western Wisconsin since 1992.

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*Rainbow Estate Sales are not just about pricing and selling item. We are about creating a relationship with the estate family and providing a sale atmosphere that is respectful of that family.*

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## Estate Sales

Estate sales are on-site sales where every item is displayed and tagged for sale. Every estate sale is unique, and we work with each family to make their sale respectful and successful.

Selling an estate can be a difficult and an emotional experience for the family. Rainbow Estate Sales' experienced staff works with the family to make this experience as smooth and pleasant as possible. We will provide our best advice to you in whatever estate sale situation you may be faced with.

# Services

## Research & Valuation

Rainbow Estate Sales' staff will determine prices through our extensive experience, and local and on-line research. We emphasize liquidation, but ensure that all items are priced appropriately based on condition, demand, and rarity.

## Staging

Staging is the art of displaying sale items in an attractive manner, and we are experts in this art. A well-staged sale provides a more pleasant, user-friendly experience for buyers and a more successful sale for the family. Rainbow Estate Sales can provide display cases for small highly valued items, such as jewelry, for security purposes.

## Advertising

Advertising and promotion of the sale includes newspaper ads, website postings with photos, and Facebook. On the night before an estate sale, boulevard signs are strategically placed at high traffic areas to direct potential customers to the sale.

## During a Sale

Before the sale begins, a sign-up sheet will be posted at the sale location. At a designated time, numbers are handed out to determine the order of entrance. Once the sale starts, our experienced staff is on hand to answer customer's questions, bring items to checkout, and move furniture. Rainbow Estate Sales is a full service company with the goal of selling as many estate items as possible. In addition, we specialize in completely emptying the home after the sale (if desired by the family).